

EC'd Yes Last Received: 08/29/2012 2:05 PM Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () AMERICAN CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Estimate# 691	Agency C/P1/P2/E 11/27/691	
Buyer Stephanie Maroney	Flight Dates 09/18/2012 - 09/27/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---
CLIENT: AMERICAN CROSSROADS SC=*

--- REMARKS ---
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$5875
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NWS SUNDAY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	3	W	10A-11A	MILLIONAIRE	:30	\$100.00	09/19-09/19	1	1	1	\$100.00	
	4	TH	10A-11A	MILLIONAIRE	:30	\$100.00	09/20-09/20	1	1	1	\$100.00	
	5	F	10A-11A	MILLIONAIRE	:30	\$100.00	09/21-09/21	1	1	1	\$100.00	
	6	M	10A-11A	MILLIONAIRE	:30	\$100.00	09/24-09/24	1	1	1	\$100.00	
	7	TU	10A-11A	MILLIONAIRE	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
	8	W	10A-11A	MILLIONAIRE	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
	11	W	10P-1045P	LATE NEWS	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	13	F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
	16	W	10P-1045P	LATE NEWS	:30	\$1,200.00	09/26-09/26	1	1	1	\$1,200.00	
	18	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	

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	20	TH	1045P-11P	SPORTSWRAP	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	22	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	25	TU-F	5A-6A	RICKI LAKE	:30	\$15.00	09/18-09/21	3	1	3	\$45.00	
	26	M-TH	5A-6A	RICKI LAKE	:30	\$15.00	09/24-09/27	2	1	2	\$30.00	

---REPORT TOTALS---

Report Totals: 18 / \$5,875.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$5,875.00
Sales Totals: 18 / \$5,875.00
Station Totals: 18 / \$5,875.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$45,192	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12, NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE